

Message Text

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EUR/RPE - RBRESLER (INFO)

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FM SECSTATE WASHDC

TO AMEMBASSY BERLIN

AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMCONSUL KRAKOW

AMCONSUL LENINGRAD

AMEMBASSY MOSCOW

AMCONSUL POZNAN

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY WARSAW

INFO USLO PEKING

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E.O. 11652:

TAGS: BEXP, XH

SUBJECT: PROPOSED FY '78 TRADE PROMOTION EVENT SCHEDULE

REF: USDOC 15946

BACKGROUND:

1. USDOC IS CURRENTLY DEVELOPING A COMPREHENSIVE FY '78

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SCHEDULE OF TRADE PROMOTION EVENTS IN EASTERN EUROPE.

THE BASIC INTENT IS TO PROVIDE A MORE FLEXIBLE SELECTION OF EVENTS WITH OPTIMUM MARKET COVERAGE FOR EXHIBITORS' PRODUCTS. POST'S CONTRIBUTIONS ARE INDISPENSABLE TO AN EFFECTIVE, WELL-CONCEIVED PROGRAM. THE FOLLOWING PROPOSED SCHEDULE HAS BEEN REVIEWED FOR CONFLICTS WITH MAJOR U.S. DOMESTIC AND INTERNATIONAL EXHIBITS, INCLUDING THOSE SPONSORED BY USDOC. IN A FEW INSTANCES OUR PROPOSALS, WHILE NOT FIRST CHOICES, ARE NECESSARY COMPROMISES TO AVOID CONFLICTS WITH PREVIOUSLY SCHEDULED EVENTS WHICH WOULD IMPEDE OR PROHIBIT QUALITY RECRUITMENT. AS OTHER CONFLICTS MAY STILL EXIST SUCH AS EVENTS SCHEDULED BY OTHER COUNTRIES OF WHICH WE ARE NOT AWARE, POSTS ARE REQUESTED TO REVIEW IN THIS PERSPECTIVE AND IDENTIFY ANY SUCH CONFLICTS AND SUGGEST ALTERNATIVES, EITHER NEW PRODUCT THEMES OR RESCHEDULING. BASED UPON

YOUR RESPONSE WE WILL SECURE U.S. INDUSTRY REACTION AND DEFINE THEMES WITH GREATER SPECIFICITY.

SCHEDULE OF EVENTS:

2-1. TRADE FAIRS

A) MOSCOW, USSR, APRIL 1978.
MACHINE TOOLS SOLO IN CONJUNCTION WITH NMTBA.

B) BUDAPEST, HUNGARY, APRIL 1978.
AGROMASEXPO II (AGRICULTURAL EQUIPMENT) RECOMMENDED BY POST. WHILE WE BELIEVE THAT THIS IS AN APPROPRIATE CHOICE FOR FY '77, WE WOULD LIKE TO EVALUATE RECRUITING RESULTS BEFORE MAKING A FIRM DECISION FOR FY '78.

C) POZNAN, POLAND, INTERNATIONAL FAIR, JUNE 1978.
THIS EVENT TO BE CONTINUED AS GENERAL INDUSTRIAL EQUIPMENT AND RECRUITED BY THE TRADE DEVELOPMENT CENTER, WARSAW.

D) BRATISLAVA, CZECHOSLOVAKIA, JUNE 1978.
INCHEBA TRADE FAIR - SUBJECT OF USDOC 19556. (SEE SEPTTEL FOR REPLY TO PRAGUE 3378).
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CHEMICAL EQUIPMENT AND TECHNOLOGY.

E) KIEV, USSR, JUNE 1978.
SOLO EXHIBITION FOR FOOD PROCESSING EQUIPMENT.
SUBJECT OF STATE 272274.

F) LEIPZIG, G.D.R., SEPTEMBER 1978.
CHEMICAL EQUIPMENT AND TECHNOLOGY.

PARTICIPATION IN THE FALL FAIR IS RECOMMENDED AS THE MOST SUITABLE APPROACH TO THE G.D.R. CHEMICAL INDUSTRY. WE PREFER TO MAINTAIN SCHEDULING FLEXIBILITY BY NOT BEING COMMITTED TO THE SPRING OR FALL FAIRS AS REGULAR PARTICIPANT BUT TO CHOOSE ONE OR THE OTHER.

G) MOSCOW, USSR, SEPTEMBER, 1978.
INTERNATIONAL EXHIBITION FOR AGRICULTURAL MACHINERY AND EQUIPMENT.

H) BUCHAREST, ROMANIA, OCTOBER 1978.
THEME TO BE DETERMINED. NOTE: THIS WILL BE THE FIRST EVENT IN FY 1979 AND IS MENTIONED FOR THE SAKE OF COMPLETENESS.

I) PLOVDIV, BULGARIA.
WE PLAN THAT FUTURE EVENT PROGRAMS WILL INCLUDE PARTICIPATION WITH COMMERCIAL EXHIBITIONS IN ALTERNATE YEARS AS IS CURRENTLY DONE FOR ROMANIA.
IN FY 1978, BDO FEATURING MACHINE TOOLS WILL MAINTAIN A U.S. COMMERCIAL PRESENCE. MEANWHILE THE LEVEL OF TECHNICAL SEMINARS WILL BE MAINTAINED AT THREE.

2) TECHNICAL SALES SEMINARS.

A) IRRIGATION EQUIPMENT AND TECHNOLOGY.
HUNGARY, BULGARIA, AND G.D.R., OCTOBER 1977.

B) CHEMICAL INDUSTRY EQUIPMENT AND TECHNOLOGY.
HUNGARY, BULGARIA AND SOUTHERN EUROPEAN STOP, NOVEMBER 1977.

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C) EQUIPMENT AND TECHNOLOGY FOR OFFSHORE OIL EXPLORATION AND DRILLING.
POLAND, BUCHAREST AND CONSTANZA, ROMANIA, DECEMBER 1977.

D) FROZEN FOOD EQUIPMENT AND SYSTEMS.
POLAND, CZECHOSLOVAKIA, AND SOUTHERN EUROPE STOP. LATE JANUARY 1978.

E) MATERIALS TEST EQUIPMENT.
POLAND, CZECHOSLOVAKIA, AND ROMANIA, FEBRUARY 1978.

F) ENERGY SYSTEMS TECHNOLOGY.
POLAND, HUNGARY, ROMANIA, MARCH 1978.

G) PRINTING AND GRAPHIC ARTS (USSR).

LENINGRAD, KALININ OR MINSK OR CHEKHOV AND MOSCOW M.E./S.,
APRIL 1978.

H) GEOLOGICAL AND MINERAL PROSPECTING.
AKADEMGORODOK, OR NOVOSIBIRSK OR TASHKENT, MOSCOW M.E./S.,
MAY 1978.

I) AUTOMATED QUALITY CONTROL.
CZECHOSLOVAKIA, BULGARIA, AND G.D.R., JUNE 1978.
NOTE: MOSCOW COMMERCIAL OFFICE REQUESTED TO RECOMMEND
10-12 PRODUCT CATEGORIES FOR TSS (G) AND ALTERNATE FOR
TSS (H), ABOVE.

3. BDO'S.
A) BUDAPEST (MIPEL IN OCTOBER 1977).
B) LENINGRAD (WOOD AND PAPER, FEBRUARY 1978).

C) BRNO (SALIMA IN FEBRUARY 1978).

D) PLOVDIV (MACHINE TOOLS IN SEPTEMBER 1978).

4. U.S.C.O. MOSCOW - MES'S.

A) SURGICAL/MEDICAL EQUIPMENT OCTOBER 1977
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B) LOGGING EQUIPMENT NOVEMBER 1977
C) SURFACE MINING DECEMBER 1977
D) GARMENT MACHINERY JANUARY 1978
E) LIVESTOCK EQUIPMENT FEBRUARY 1978
F) POLLUTION MARCH 1978
G) ARCTIC OIL EXPLORATION AND
DRILLING SEPTEMBER 1978
H) FOR SPRING M.E./S.'S, SEE TSS'S 2(G) AND (H).

ACTION REQUESTED:

3-1. COMMENTS, SUGGESTIONS AND RECOMMENDATIONS BY
ADDRESSEES ON INDIVIDUAL EVENTS WITHIN THEIR COUNTRIES
AND THE SCHEDULE AS A WHOLE.

2. A SERIES OF SPECIFIC REQUESTS APPEARS BELOW. THE
INFORMATION IS NOT EXPECTED TO BE PROVIDED IMMEDIATELY
FOR ALL EVENTS FOR THE YEAR. RATHER, WE PRESUME THAT
POSTS WILL ELECT TO SUPPLY INFORMATION IN CHRONOLOGICAL
ORDER OF EVENTS FOR THEIR COUNTRIES, SUCH ORDER TO BE
DETERMINED FOLLOWING POST REPLIES TO 3. (I) BELOW.

3. IN ANY CASE, TO ALLOW TIME FOR NECESSARY ARRANGEMENTS AND DOMESTIC PUBLICITY, POSTS ARE REQUESTED TO REPLY ON FIRST QUARTER FY '78 EVENTS BY DECEMBER 31 AND SECOND QUARTER EVENTS BY FEBRUARY 1.

(I) COMMENT ON TIME FRAMES INDICATED FOR EACH EVENT. (WHERE POST FINDS THEME UNACCEPTABLE, AN ALTERNATIVE RECOMMENDATION IS REQUESTED).

(II) A PARAGRAPH SUPPORTING OR REJECTING THE SUGGESTED THEME AND THE BASIS FOR YOUR JUDGMENT, E.G., BASED UPON DISCUSSIONS WITH OFFICIALS OF RELEVANT MINISTRIES OR FTO'S.

(III) AN ILLUSTRATIVE LISTING OF SPECIFIC PRODUCTS WITHIN THE THEME CATEGORY THAT ARE OF INTEREST TO RELEVANT MINISTRY OR END/USERS.

(IV) LIST OF CONCERNED END/USERS, SPECIALISTS, FTO'S AND UNCLASSIFIED

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MINISTRIES.

(V) BRIEF STATEMENT OF HOST COUNTRY'S COOPERATION WITH OTHER CEMA COUNTRIES IN CITED PRODUCTS, IF APPLICABLE.

(VI) POSITION OF OTHER WESTERN COUNTRIES' COMPETING PRODUCTS/TECHNOLOGY VIS-A-VIS THE U.S., PARTICULARLY, IF ARRANGEMENTS OR AGREEMENTS ADVERSELY AFFECT U.S. SUPPLIERS.

4. BEWT IS EXPLORING USE OF VIDEO CATALOG EXHIBITIONS AS POSSIBILITIES FOR MOSCOW AND WARSAW. POST COMMENT WOULD BE APPRECIATED.

5. POSTS ARE ALSO REQUESTED TO COMMENT AND CONSIDER THE USE OF U.S. SPECIALIZED TRADE MISSIONS AND IDENTIFY, NOW OR LATER, OPPORTUNITIES WHERE POST BELIEVES THEY MIGHT BE USED. ROBINSON

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